

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

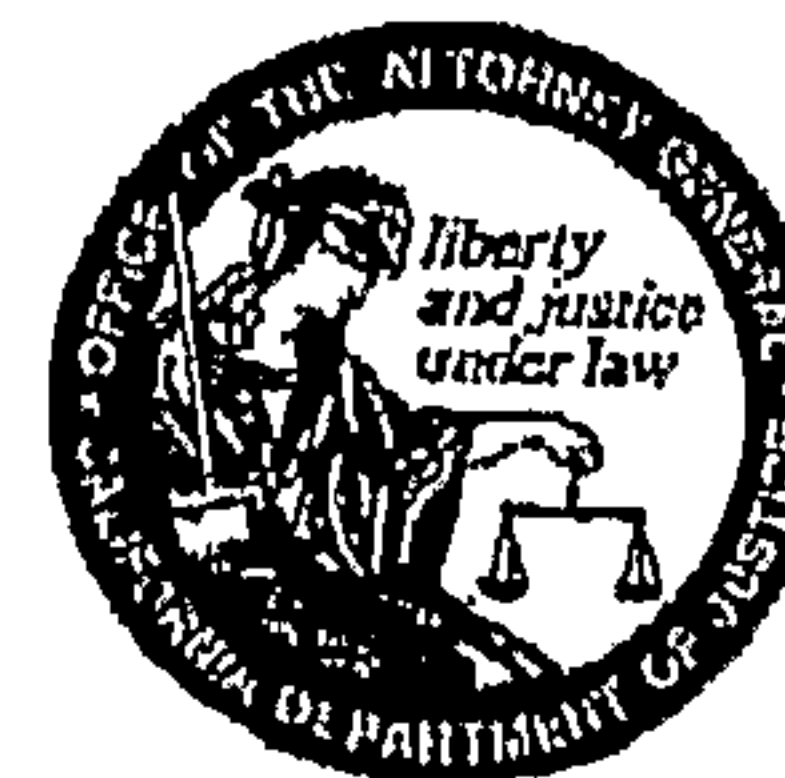
COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2003 ANNUAL FINANCIAL REPORT

(California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

The Heritage Company, Inc.
2402 Wildwood Avenue, Suite 500
Sherwood, AR 72120

Name and Address of Charitable Organization:

CT No. 90503 F.E.I.N. No. 510207315
Enlisted Association of the National Guard of the United States
Name of Charity
3133 Mount Vernon Ave.
Address of Charity
Alexandria, VA 22305
City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☒

Telemarketing

held (on) (from) 6/1/03, 20 , to 12/31/03, 20
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)
If other, provide brief explanation guaranteed amt vs % , whichever is greater

Fee ☐ Percentage ☐
Other ☒

1. REVENUE

- A. Cash contributions
- B. Entertainment sales or admission charges
- C. Sales from products
- D. Advertisement sales
- E. Membership fees
- F. Other sources: (Specify)

a. _____
b. _____
c. _____
d. _____

A. _____
B. _____
C. _____
D. _____
E. _____
Fa. _____
Fb. _____
Fc. _____
Fd. _____

G. TOTAL REVENUE

\$17,156.00 G.

2. EXPENSES

See attached itemization

- A. Fees or commissions
- B. Salaries
- C. Payroll taxes
- D. Employee benefits
- E. Cost of merchandise for resale
- F. Cost of entertainment
- G. Postage
- H. Advertising
- I. Telephone
- J. Rental of equipment
- K. Facilities charge
- L. Permits
- M. Other expenses: (Specify)

a. _____
b. _____
c. _____
d. _____

A. _____
B. _____
C. _____
D. _____
E. _____
F. _____
G. _____
H. _____
I. _____
J. _____
K. _____
L. _____
Ma. _____
Mb. _____
Mc. _____
Md. _____

N. TOTAL EXPENSES

\$12,303.63 N.

Attorney General's
Registry of Charitable Trusts

MAR 25 2004

RECEIVED

RECEIVED

APR 29 2004

Attorney General's
Registry of Charitable Trusts

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES
2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

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3. Amount to Charity (subtract line 2N from line 1G) \$4,852.37 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$4,852.37 6.

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

- (b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

Printed Name

Title

Date

Glenda Keenihan Secretary/Treasurer 1/30/04

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

Terry L. DeW President 2-13-04

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

ROBERT D. RAWLINSON Tres. 2-20-04

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

ENLISTED ASSOCIATION OF THE NATIONAL GUARD OF THE UNITED STATES - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 06/01/03 through 12/31/03

GROSS REVENUE	<u>17,156.00</u>		
EXPENSES			
SALARIES, WAGES, COMMISSIONS	<u>5,153.96</u>		
PROMOTIONAL FEES	<u>694.34</u>		
POSTAGE	<u>279.60</u>		
TELEPHONE	<u>3,825.86</u>		
RENT	<u>1,472.56</u>		
SUPPLIES	<u>158.44</u>		
LICENSES, PERMITS	<u>260.96</u>		
ADVERTISING	<u>326.20</u>		
ACCOUNTING/DATA PROCESSING	<u>1,836.04</u>		
LIST PREPARATION	<u>144.46</u>		
OTHER:			
TOTAL EXPENSES	<u>14,152.42</u>	82.49%	
Net Proceeds			<u>3,003.58</u> 17.51%
Amount Retained by Charitable Organization or Sponsor			<u>4,852.37</u> 28.28%
Percentage of Funds Received by Charitable Organization or Sponsor			<u>28.28%</u>
<i>(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)</i>			
Net Income/Loss (-) to THC			<u>-1,848.79</u> -10.78%
<i>(pending ongoing collections & reconciliations)</i>			

1/20/2004

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